

Venza<sup>2011</sup>



**Am I the Venza type?** Ask yourself this: Are you the sort of person who seeks out new ways of seeing the world? Are you comfortable with discovering new ideas and going new places? If so, then welcome to Toyota Venza. Since its introduction into the Toyota line, Venza has given people like you a new expression of style, comfort and quality. Combining the sleek lines and driving pleasures of a performance sedan with the spacious versatility of an SUV, Venza opens you up to all kinds of possibilities. Front-Wheel Drive or available All-Wheel Drive — either way, Venza is ready to lead you on life's next great adventure. **The 2011 Toyota Venza. Moving Forward.**

**2** MODEL CHOICES  
VENZA 4-CYLINDER  
VENZA V6



*Every time you start off on a journey, whether it's a quiet weekend away or a quick trip around town, rest assured — we're with you every step of the way. For more than 50 years, Toyota engineering has created more than just durable vehicles. It's created enduring memories.*





Venza V6 shown in Classic Silver Metallic with available Convenience Package.





Venza interior shown in Ivory leather with available Premium Package #2 and voice-activated touch-screen DVD navigation system!<sup>1</sup>

1. See footnote 7 Disclaimers section.



## What can I expect from Venza?

To put you at the center of everything. Unlock Venza with the available Smart Key System<sup>1</sup> and open the driver's door. Notice how both the step-in height and dashboard are low, like in a sedan. Yet the seating position is elevated, like that of an SUV. The result is an exceptional field of view and a refreshing sense of spaciousness. And you're literally plugged in to your surroundings, thanks to an MP3 player docking station.

### JBL Synthesis® surround sound

The available 13-speaker JBL Synthesis® surround sound system has been **acoustically optimized specifically for the Venza interior**, so you'll hear the piano chords, guitar riffs, drumbeats and cymbal clashes with brilliant clarity.

### MP3 player holder with USB<sup>2</sup> port

Dock your USB-compatible iPod® or MP3 player in the special holder **situated in the center console**. A duplicate of your player's interface is shown on Venza's audio system display. The track information appears on-screen, so you can sort many different ways, including by song, artist, genre and playlist.



1. See footnote 15 in Disclaimers section. 2. See footnote 4 in Disclaimers section. 3. iPod® accessory is not included. iPod® is a registered trademark of Apple, Inc. All rights reserved.



## How many will Venza seat?

**5** It's a 5-passenger vehicle. But in Venza, quality matters just as much as quantity. So no matter where you're seated, you're made to feel as if the interior were tailored around you and your desire for sophisticated comfort. Outside, a bold, coupe-like design hints at the refinement that lies within.



Venza V6 shown in Classic Silver Metallic with available Convenience Package.

# How versatile is Venza?

It's as flexible as your schedule demands. Running an errand that requires you to carry big, bulky items? No problem. With its rear seatbacks folded down, Venza has up to 70.1 cubic feet of cargo space.<sup>1</sup> And its rear seat features a 60/40 split, so you can carry a rear-seat passenger and still have expansive space left to hold the things you need to haul. Even with the rear seats reclined and all the seats occupied, there's still plenty of room left in the cargo area for everyone's luggage.



Venza interior shown in Ivory leather with available Premium Package #2 and voice-activated touch-screen DVD navigation system.<sup>2</sup>

1. Cargo and load capacity limited by weight and distribution. 2. See footnote 7 in Disclaimers section.





#### POWER LIFTGATE

Press a button on the available Smart Key<sup>1</sup> fob and the available power liftgate **opens and raises automatically**. You can also close the liftgate remotely with that same key fob. Or you can close it by pressing a convenient button that's located on the liftgate itself.



#### Reclining rear seat

At the pull of a lever, the 60/40 seatbacks for the rear row of Venza recline. While they're perfectly comfortable in their normal, upright positions, recline your seatback and suddenly your whole frame of mind is transported to a **state of relaxation**.



#### Rear-seat air conditioning

The center console includes rear air vents with footwell ducts. The air flowing quietly through is cleaner because an **air filter** entraps fine particulates of dust.

#### One-touch fold-flat seats

It's easy to turn Venza from a roomy 5-passenger vehicle into a **practical cargo carrier**. All that's needed is a pull on one of the cargo area one-touch fold-flat levers, and the rear seat folds flat.

1. See footnote 15 in Disclaimers section.



# How does Venza handle the details?

In a word, beautifully. A tour of its interior reveals how the designers went to extraordinary measures to make Venza exceptional. Opening a door, reading a gauge or locating a cup holder in the dark is transformed into an action that rewards your sense of ergonomic precision.

## Push Button Start

An available Smart Key System<sup>1</sup> with Push Button Start lets you lock, unlock or start your vehicle just by **carrying the Smart Key in your pocket or bag**. There's also a touch-sensor feature that lets you lock or unlock the door simply by touching the door handle.

## Multi-Information Display

To help you glean information at a glance, you can **enlarge the font** on the available TFT Multi-Information Display. It gives you a status report on the time, temperature, door openings and other important information.

## Thoughtful storage ideas

Inside Venza, you'll find the perfect places to store your things. Slide back the padded top center armrest, and you'll reveal a storage tray designed to hold an MP3 player. Under the sliding cup holder lid, there's **a deep and wide storage compartment that's illuminated by LED lights**. Even the two cup holders are illuminated by the same LEDs. And each door is designed with a map pocket and 20-oz. bottle holders.



1. See footnote 15 in Disclaimers section.

#### PANORAMIC ROOF

Sit back and gaze through the available panoramic roof. This feature includes a tilt/slide moonroof above the front seats and a panoramic roof **above the rear seats**. Together, they create an airy, elegant feeling for those fortunate enough to be seated inside.



#### BACKUP CAMERA<sup>1</sup>

An available backup camera displays the area behind the vehicle visible to the camera on the available Multi-Information Display. Or, on vehicles equipped with the available voice-activated touch-screen DVD navigation system<sup>2</sup>, it is displayed on the screen.



Venza interior shown in Light Gray leather with available Premium Package #2 and panoramic roof.

1. See footnote 9 in Disclaimers section. 2. See footnotes 7 and 8 in Disclaimers section.



## Is Venza available with All-Wheel Drive?

Yes. The available system is called Active Torque Control AWD, and it actively controls each of the four wheels to optimize traction, distributing the engine's power to the appropriate wheels at just the right moment to help maintain secure traction on slippery surfaces.



Venza V6 shown in Magnetic Gray Metallic with available All-Wheel Drive, Convenience Package and accessory roof rack.

# Can I get low emissions and high confidence?

There's a choice of two Ultra Low Emission Vehicle II (ULEV-II) engines: the standard 182-hp 4-cylinder or the available 268-hp V6. Both engines are mated to a 6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i). With its 4-cylinder, Venza received an EPA-estimated 21/27 city/highway mpg rating;<sup>1</sup> while the available Venza V6 received an EPA-estimated 19/26 city/highway mpg rating<sup>1</sup>

## Zero to 60 mph in 6.7 seconds<sup>2</sup>

Venza was designed with a wide stance, 20-in. wheels on V6 models and a low center of gravity, characteristics that help it handle with precision. It has rugged capability — **it can be equipped to tow up to 3500 lb.<sup>3</sup>** — but its soul is definitely that of a refined and responsive performance machine. Want proof? Venza V6 FWD accelerates from 0-60 mph in just 6.7 seconds.

## Enhanced Vehicle Stability Control (VSC)<sup>4</sup>

Venza comes standard with Enhanced VSC **to help prevent the vehicle from slipping while cornering.** VSC automatically regulates engine output and braking distribution to the wheels. Enhanced VSC works with the Electric Power Steering (EPS) to automatically respond to differences in left-right brake force and help the driver counteract pull with minimal effort.

## Hill Start Assist Control (HAC)<sup>5</sup>

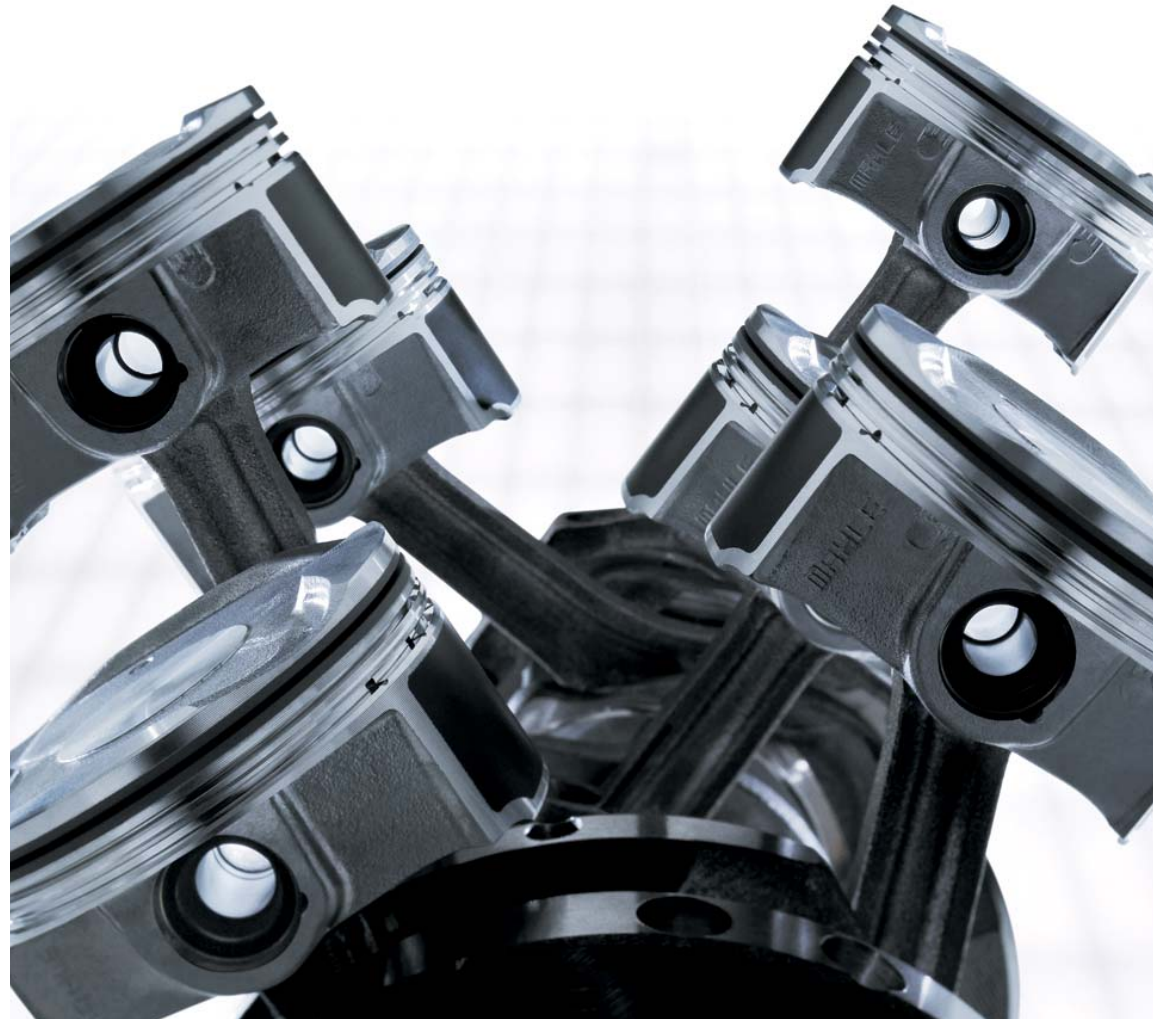
Also standard on Venza is a feature called Hill Start Assist Control, or HAC. **It helps take the uncertainty out of starting on inclines,** helping to prevent the vehicle from rolling backward as the driver switches from the brake to the accelerator.

## Active Torque Control All-Wheel Drive (AWD)

Whether you're engaged in straight-line acceleration, low-speed cornering, highway cruising or hard braking, Venza's available AWD distributes power between the front and rear wheels according to driving conditions **to help enhance traction.**

## Traction Control (TRAC)

**To help control wheelspin when starting or accelerating on a slippery surface,** TRAC is supplemented by Enhanced VSC's steering torque-assist control to help maintain appropriate driving force during straight-line acceleration and offset left-right pull.



1. 2011 EPA-estimated mileage. Actual mileage will vary. 2. Performance figures are for comparison only and were obtained with prototype vehicles by professional drivers using special safety equipment and procedures. Do not attempt. 3. See footnote 26 in Disclaimers section. 4. See footnote 17 in Disclaimers section. 5. See footnote 23 in Disclaimers section.





Venza V6 shown in Blizzard Pearl with available Premium Package #1.

# How does Venza help protect?

Venza comes standard with the Toyota Star Safety System.<sup>™</sup> This integration of advanced safety features is designed to protect occupants by helping drivers to avoid accidents in the first place. The Star Safety System<sup>™</sup> in the 2011 Venza includes Enhanced Vehicle Stability Control (VSC),<sup>1</sup> Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA)<sup>2</sup> and Smart Stop Technology (SST).<sup>3</sup>



## AUTOMATIC HIGH BEAMS

An available Automatic High Beam feature<sup>4</sup> enhances visibility when driving at night or under other low light conditions. Able to detect oncoming vehicles as far as 2000 feet away, the system automatically switches the headlamps between high and low beam, depending on the circumstances. This feature allows Venza drivers to gain maximum use of the high beams.



## Active Headrests<sup>5</sup>

Venza comes standard with active headrests in the front seats to help position the headrests to better support the front occupants' heads during certain lower-speed rear-end collisions.



1. See footnote 17 in Disclaimers section. 2. See footnote 18 in Disclaimers section. 3. See footnote 19 in Disclaimers section. 4. See footnote 2 in Disclaimers section. 5. See footnote 21 in Disclaimers section.



# 1

## CRUMPLE ZONES

Front and rear energy-absorbing crumple zones and a collapsible steering column are designed to help dissipate impact forces in a collision and help protect occupants.

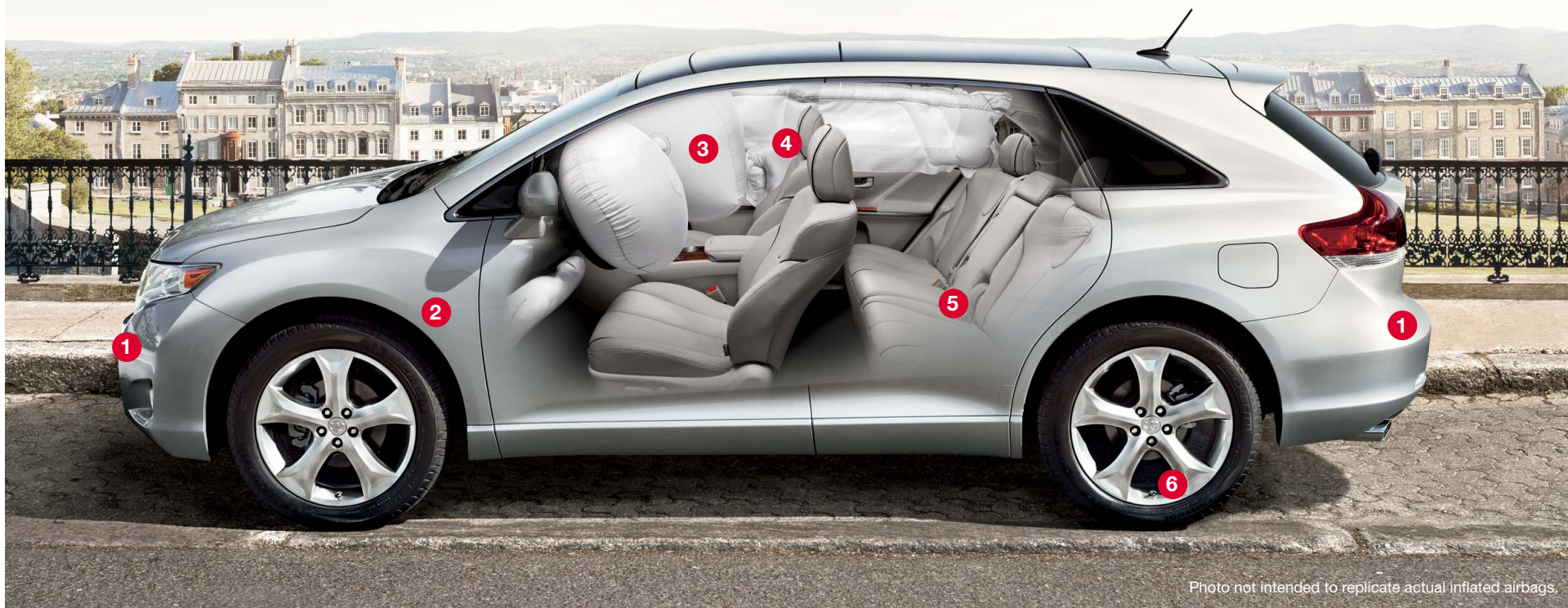


Photo not intended to replicate actual inflated airbags.

## 2

### SMART STOP TECHNOLOGY (SST)<sup>1</sup>

Smart Stop is designed to reduce engine power to help bring the vehicle to a stop when both brake and accelerator pedals are pressed at the same time and under certain conditions.

## 3

### SEVEN AIRBAGS<sup>2</sup>

Standard on Venza: a driver and front passenger Advanced Airbag System, a driver's knee airbag, front seat-mounted side airbags for the driver and front passenger, and front and rear side curtain airbags.

## 4

### ADVANCED SEATBELTS

Venza's driver and front passenger seatbelts feature pretensioners with force limiters, along with adjustable shoulder anchors.

## 5

### LATCH SYSTEM

LATCH (Lower Anchors and Tethers for Children) includes lower anchors and tethers on all outboard second-row seats.

## 6

### TIRE PRESSURE MONITOR SYSTEM (TPMS)<sup>3</sup>

The system gauges tire pressure. If it's seriously low, an indicator lamp on the instrument panel illuminates to alert you.

1. See footnote 19 in Disclaimers section. 2. See footnote 20 in Disclaimers section. 3. See footnote 22 in Disclaimers section.



#### **PET SAFETY**

Ask your Toyota dealer about the wide range of available pet safety accessories. They are designed to help you transport pets in comfort and security.

## Is Venza in it for the long run?

It's a Toyota. Longevity is in its DNA. One example? Unlike a conventional hydraulic power steering system, Venza's Electric Power Steering (EPS) does not require a vane pump, pulley or power steering fluid. So there's less to maintain over time. And the ignition system uses long-reach iridium-tipped spark plugs. Why iridium? It's six times harder, eight times stronger and has a melting point 1200 degrees higher than platinum, so it helps maintain peak performance over time.

#### **BEAT THE HEAT**

A resin coating on the piston skirts reduces friction. Friction causes heat, and heat equals wear. Reduce heat; prolong engine life.

#### **TEN-YEAR COOLANT**

Helping to keep engine temperatures down is up to the Toyota Genuine Super Long Life Coolant. Its initial replacement is scheduled at 100,000 miles or 120 months.

#### **HEAD ON STRAIGHT**

To seal the engine's cylinder head, a steel-laminate gasket is used. It optimizes pressure resistance and sealing performance and won't wear like a conventional gasket.



To view Venza Demos & Videos,  
visit [toyota.com/venza](http://toyota.com/venza)



# How many colors does it come in?

With nine colors, it's not an easy choice. The finish of Venza is checked using laser-optic sensors that can detect minute deviations in the thickness of the paint. The result is a level of quality designed to keep Venza looking new for years to come.



**BLACK**  
Ivory or Light Gray interior



**TROPICAL SEA METALLIC**  
Ivory or Light Gray interior



**ALOE GREEN METALLIC**  
Ivory or Light Gray interior



**BARCELONA RED METALLIC**  
Ivory or Light Gray interior



**SUNSET BRONZE MICA**  
Ivory interior



**GOLDEN UMBER MICA**  
Ivory interior



**MAGNETIC GRAY METALLIC**  
Ivory or Light Gray interior



**CLASSIC SILVER METALLIC**  
Light Gray interior



**BLIZZARD PEARL<sup>1</sup>**  
Ivory or Light Gray interior

## WHEELS

- 1 19-in. alloy wheels with P245/55R19 All-Season tires
- 2 20-in. alloy wheels with P245/50R20 All-Season tires



Venza comes standard with Soft Tech trim, a surprisingly soft fabric material that looks at home in Venza's high-tech interior.

Venza is available with textured leather trim and contrast piping that cover the seating surfaces with a clean, modern-looking leather highlighted by a subtle texture.



Ivory or Light Gray fabric



Ivory or Light Gray leather

<sup>1</sup> Extra-cost color.


Features<sup>1</sup>

EXTERIOR	4-CYL.	V6		4-CYL.	V6
Projector-beam halogen headlamps with auto on/off feature	S	S	Washer-linked variable intermittent windshield wipers and variable rear wiper	S	S
Projector-beam High Intensity Discharge (HID) headlamps with Automatic High Beam <sup>2</sup> and auto on/off feature	P	P	UV reduction glass windshield	S	S
Integrated fog lamps	S	S	Windshield wiper de-icer	P	P
Color-keyed power outside mirrors with folding feature	S	S	Privacy glass on rear side, quarter and liftgate windows	S	S
Color-keyed power heated outside mirrors with folding feature	P	P	Rear liftgate window defogger	S	S
Chrome-accented outside door handles with touch-sensor lock/unlock feature	P	P	Power liftgate with jam protection	P	P
All-Wheel Drive (AWD) system with Active Torque Control	O	O	Color-keyed rear spoiler with LED center high-mount stop lamp	S	S
Panoramic glass roof with front power tilt/slide moonroof	O	O	Chrome-tipped exhaust	S	—
19-in. 10-spoke alloy wheels with P245/55R19 tires	S	—	Dual chrome-tipped exhaust	—	S
20-in. 5-spoke alloy wheels with P245/50R20 tires	—	S	Roof-mounted XM® Radio <sup>3</sup> antenna	S	S
INTERIOR					
Dual zone automatic climate control with air filter	S	S	Leather-trimmed tilt/telescopic steering wheel with audio and <i>Bluetooth</i> ® <sup>6</sup> hands-free phone and voice-activated navigation controls	P	P
AM/FM CD player with MP3/WMA playback capability, six speakers, XM® Radio <sup>3</sup> (includes 90-day trial subscription), auxiliary audio jack, USB <sup>4</sup> port with iPod® <sup>5</sup> connectivity, auto sound leveling, hands-free phone capability and music streaming via <i>Bluetooth</i> ® <sup>6</sup> wireless technology	S	S	Optitron instrumentation with speedometer, tachometer, LCD odometer, twin tripmeters, and fuel and coolant temperature gauges	S	S
JBL Synthesis® surround sound AM/FM 6-disc CD changer with MP3/WMA playback capability, 13 speakers, XM® Radio <sup>3</sup> (includes 90-day trial subscription), auxiliary audio jack, USB <sup>4</sup> port with iPod® <sup>5</sup> connectivity, CD text display function, auto sound leveling, hands-free phone capability and music streaming via <i>Bluetooth</i> ® <sup>6</sup> wireless technology	O	O	Carbon fiber-style interior trim	S	S
Voice-activated touch-screen DVD navigation system <sup>7, 8</sup> with integrated backup camera <sup>9</sup> display, <sup>10</sup> JBL® AM/FM 4-disc CD changer with MP3/WMA playback capability, 13 speakers, XM® Radio <sup>3</sup> with XM NavTraffic® <sup>7</sup> (includes 90-day trial subscriptions), auxiliary audio jack, USB <sup>4</sup> port with iPod® <sup>5</sup> connectivity, CD text display function, auto sound leveling, hands-free phone capability and music streaming via <i>Bluetooth</i> ® <sup>6</sup> wireless technology	O	O	Satin mahogany wood-grain-style interior trim	P	P
3.5-in. Multi-Information Display with outside temperature, clock, instant fuel economy, average fuel economy, distance to empty, average speed and air conditioning settings	S	S	Urethane shift lever with carbon fiber-style inlay	S	S
3.5-in. TFT Multi-Information Display with integrated backup camera <sup>9, 11</sup> customizable settings, outside temperature, clock, instant fuel economy, average fuel economy, distance to empty, average speed and air conditioning settings	P	P	Leather-trimmed shift lever with satin mahogany wood-grain-style inlay	P	P
Rear-seat DVD entertainment system with 9-in. display, RCA jacks, 120V AC power outlet and two wireless headphones <sup>12</sup>	O <sup>13, 14</sup>	O <sup>13, 14</sup>	In-key remote keyless entry system	S	S
Fabric-trimmed 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way adjustable front passenger seat with seatback pocket	S	S	Smart Key System <sup>15</sup> with Push Button Start and remote illuminated entry	P	P
Leather-trimmed 8-way power-adjustable driver's seat with power lumbar support and seatback pocket; 4-way power-adjustable front passenger seat with power lumbar support and seatback pocket	P	P	Power windows with auto up/down and jam protection in all positions	S	S
Multi-stage heated front seats	P	P	Power door locks with shift-linked automatic lock/unlock feature	S	S
Fabric-trimmed 60/40 split, reclining, fold-flat rear seats with center armrest	S	S	Auto-dimming rearview mirror with compass	S	S
Leather-trimmed 60/40 split, reclining, fold-flat rear seats with center armrest	P	P	HomeLink® <sup>16</sup> universal transceiver	S	S
Cruise control	S	S	Overhead console with maplamps	S	S
Tilt/telescopic steering wheel	S	S	Center console with sliding cover and armrest, dual storage compartment, dual illuminated cup holders, iPod® <sup>5</sup> /MP3 player holder with wire management feature and rear-seat vents	S	S
Urethane tilt/telescopic steering wheel with audio and <i>Bluetooth</i> ® <sup>6</sup> hands-free phone controls	S	S	Dual sun visors with illuminated vanity mirrors	S	S
Leather-trimmed tilt/telescopic steering wheel with audio and <i>Bluetooth</i> ® <sup>6</sup> hands-free phone controls	P	P	Remote hood and fuel-filler releases	S	S
			Rear-seat reading lamps	S	S
			Two front and one cargo area 12V auxiliary power outlets	S	S
			Cargo area tonneau cover	S	S
			Cargo area rear-seat one-touch fold-flat levers	S	S
			Cargo area lamp	S	S
			Two grocery bag hooks	S	S
S = Standard      O = Optional      — = Not Available      P = Feature is available as part of an option package.					

See numbered footnotes in Disclaimers section.



Features (continued)

SAFETY AND CONVENIENCE		4-CYL.	V6					4-CYL.	V6
	Star Safety System™ — includes Enhanced Vehicle Stability Control (VSC); <sup>17</sup>			Child-protector rear door locks				S	S
	Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) <sup>18</sup> and Smart Stop Technology (SST) <sup>19</sup>	S	S	Energy-absorbing collapsible steering column				S	S
Driver and front passenger Advanced Airbag System <sup>20</sup>		S	S	Front and rear energy-absorbing crumple zones				S	S
Driver and front passenger front seat-mounted side airbags <sup>20</sup>		S	S	Side-impact door beams				S	S
Front and rear side curtain airbags <sup>20</sup>		S	S	Energy-dissipating interior trim				S	S
Driver's knee airbag <sup>20</sup>		S	S	Daytime Running Lights (DRL) with on/off feature				S	S
Driver and front passenger active headrests <sup>21</sup>		S	S	Tire Pressure Monitor System (TPMS) <sup>22</sup>				S	S
Driver and front passenger seatbelt warning sensor		S	S	Hill Start Assist Control (HAC) <sup>23</sup>				S	S
3-point seatbelts for all seating positions; driver-side Emergency Locking Retractor (ELR) and Automatic/Emergency Locking Retractor (ALR/ELR) on all passenger belts		S	S	Engine immobilizer <sup>24</sup>				S	S
Driver and front passenger adjustable seatbelt shoulder anchors		S	S	Anti-theft system with alarm and engine immobilizer <sup>24</sup>				P	P
Driver and front passenger seatbelt pretensioners with force limiters		S	S						
LATCH (Lower Anchors and Tethers for Children) includes lower anchors and tethers on outboard rear seats		S	S						
				S = Standard	O = Optional	– = Not Available	P = Feature is available as part of an option package.		

PACKAGES AND OPTIONS

<b>Security Package</b> — includes 3.5-in. TFT Multi-Information Display with integrated backup camera, <sup>9</sup> and anti-theft system with alarm and engine immobilizer <sup>24</sup>
<b>Convenience Package</b> — includes Smart Key System <sup>15</sup> with Push Button Start and remote illuminated entry, power liftgate with jam protection, and chrome-accented door handles with touch-sensor lock/unlock feature
<b>Lighting Package</b> — includes High Intensity Discharge (HID) headlamps with Automatic High Beam <sup>2</sup>
<b>Leather Package</b> <sup>25</sup> — includes leather-trimmed seating surfaces, 4-way power-adjustable front passenger seat with power lumbar support, satin mahogany wood-grain-style interior trim, leather-trimmed steering wheel and leather-trimmed shift lever with satin mahogany wood-grain-style inlay
<b>Comfort Package</b> — includes leather-trimmed seating surfaces, 4-way power-adjustable front passenger seat with power lumbar support, multi-stage heated front seats, satin mahogany wood-grain-style interior trim, leather-trimmed steering wheel, leather-trimmed shift lever with satin mahogany wood-grain-style inlay, power heated outside mirrors with folding feature, and windshield wiper de-icer
<b>Premium Package #1</b> — includes leather-trimmed seating surfaces, 4-way power-adjustable front passenger seat with power lumbar support, satin mahogany wood-grain-style interior trim, leather-trimmed steering wheel, leather-trimmed shift lever with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam, <sup>2</sup> Smart Key System <sup>15</sup> with Push Button Start and remote illuminated entry, power liftgate with jam protection, chrome-accented door handles with touch-sensor lock/unlock feature, 3.5-in. TFT Multi-Information Display with integrated backup camera, <sup>9</sup> and anti-theft system with alarm and engine immobilizer <sup>24</sup>
<b>Premium Package #2</b> — includes leather-trimmed seating surfaces, 4-way power-adjustable front passenger seat with power lumbar support, multi-stage heated front seats, satin mahogany wood-grain-style interior trim, leather-trimmed steering wheel, leather-trimmed shift lever with satin mahogany wood-grain-style inlay, High Intensity Discharge (HID) headlamps with Automatic High Beam, <sup>2</sup> Smart Key System <sup>15</sup> with Push Button Start and remote illuminated entry, power liftgate with jam protection, chrome-accented door handles with touch-sensor lock/unlock feature, 3.5-in. TFT Multi-Information Display with integrated backup camera, <sup>9</sup> anti-theft system with alarm and engine immobilizer; <sup>24</sup> heated outside mirrors and windshield wiper de-icer
<b>Tow Prep Package</b> <sup>26</sup> — includes engine oil cooler, larger radiator fan and heavy-duty alternator
Panoramic glass roof with front power tilt/slide moonroof
JBL Synthesis® surround sound AM/FM 6-disc CD changer with MP3/WMA playback capability, 13 speakers, XM® Radio <sup>3</sup> (includes 90-day trial subscription), USB <sup>4</sup> port with iPod® connectivity, CD text display function, auto sound leveling, hands-free phone capability and music streaming via <i>Bluetooth</i> ® wireless technology
Voice-activated touch-screen DVD navigation system <sup>7, 8</sup> with integrated backup camera <sup>9</sup> display; <sup>10</sup> JBL® AM/FM 4-disc CD changer with MP3/WMA playback capability, 13 speakers, XM® Radio <sup>3</sup> with XM NavTraffic® <sup>7</sup> (includes 90-day trial subscriptions), USB <sup>4</sup> port with iPod® connectivity, CD text display function, auto sound leveling, hands-free phone capability and music streaming via <i>Bluetooth</i> ® wireless technology
Rear-seat DVD entertainment system with 9-in. display, RCA jacks, 120V AC power outlet <sup>13, 14</sup> and two wireless headphones <sup>12</sup>

WARRANTIES

Every Toyota Car, Truck and SUV is built to exceptional standards. And that's not idle boasting. We back it up with these Limited Warranty Coverages: <b>Basic:</b> 36 months/36,000 miles (all components other than normal wear and maintenance items). <b>Powertrain:</b> 60 months/60,000 miles (engine, transmission/transaxle, drive system, seatbelts and airbags). <b>Rust-Through:</b> 60 months/unlimited miles (corrosion perforation of sheet metal). <b>Emissions:</b> Coverages vary under Federal and California regulations. Refer to applicable <i>Warranty and Maintenance Guide</i> for details. <b>Accessories:</b> For Genuine Toyota accessories purchased at the time of the new vehicle purchase, the Toyota Accessory Warranty coverage is in effect for 36 months/36,000 miles from the vehicle's in-service date, which is the same coverage as the Toyota New Vehicle Limited Warranty.	For Genuine Toyota accessories purchased after the new vehicle purchase the coverage is 12 months, regardless of mileage, from the date the accessory was installed on the vehicle, or the remainder of any applicable new vehicle warranty, whichever provides greater coverage, with the exception of car covers. Car covers are warranted for 12 months from the date of purchase and do not assume any coverage under the Toyota New Vehicle Limited Warranty. You may be eligible for transportation assistance if it's necessary that your vehicle be kept overnight for repairs covered under warranty. Please see your authorized Toyota dealership for further details. For complete details about Toyota's warranties, please visit <a href="http://www.toyota.com">www.toyota.com</a> , refer to the applicable <i>Warranty and Maintenance Guide</i> or see your Toyota dealer.
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Specifications

MECHANICAL AND PERFORMANCE	4-CYL.	V6
2.7-Liter Double Overhead Cam (DOHC) 16-Valve 4-Cylinder with Dual Variable Valve Timing with intelligence (VVT-i); 182 hp @ 5800 rpm, 182 lb.-ft. @ 4200 rpm	Standard	NA
3.5-Liter Double Overhead Cam (DOHC) 24-Valve V6 with Dual Variable Valve Timing with intelligence (VVT-i); 268 hp @ 6200 rpm, 246 lb.-ft. @ 4700 rpm	NA	Standard
Ignition system	Electronic, with Toyota Direct Ignition (TDI)	
Emission rating	Ultra Low Emission Vehicle II (ULEV-II)	
Transmission	6-speed Electronically Controlled automatic Transmission with intelligence (ECT-i) and sequential shift mode	
Drivetrain		
Front-Wheel Drive (FWD)	Standard	Standard
All-Wheel Drive (AWD) system with Active Torque Control	Available	Available
Body construction	Reinforced unitized body	
Suspension	4-wheel independent MacPherson strut suspension with front and rear stabilizer bars	
Steering	Electric Power Steering (EPS); power-assisted rack-and-pinion	
Turning circle diameter, curb to curb (ft.)	39.1	39.1
Brakes	Power-assisted ventilated front/solid rear disc brakes with Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD) and Brake Assist (BA) <sup>18</sup>	
EXTERIOR DIMENSIONS (in.)		
Overall length	189.0	189.0
Overall width	75.0	75.0
Overall height	63.4	63.4
Wheelbase	109.3	109.3
Track (front/rear)	64.2/64.4	64.2/64.4
Track with AWD (front/rear)	64.2/64.2	64.2/64.2
Ground clearance	8.1	8.1
INTERIOR DIMENSIONS (front/rear) (in.)		
Head room without panoramic roof	39.6/39.3	39.6/39.3
Head room with panoramic roof (sunshade open/closed)	41.0/40.1 (38.7/39.0)	41.0/40.1 (38.7/39.0)
Shoulder room	60.0/59.0	60.0/59.0
Hip room	56.0/56.5	56.0/56.5
Leg room	40.2/39.1	40.2/39.1
Seating capacity	5	5
CAPACITIES		
Curb weight (lb.) (FWD/AWD)	3760/3945	3870/4045
Gross Vehicle Weight Rating (GVWR) (lb.) (FWD/AWD)	4960/5160	5095/5270
Towing capacity <sup>26</sup> (lb.) (standard/maximum <sup>27</sup> )	1000/2500	1000/3500
Passenger volume (cu. ft.)	108.0	108.0
Cargo volume <sup>28</sup> (cu. ft.) behind front/rear seats (with panoramic roof)	70.1/30.7 (68.6/30.1)	70.1/30.7 (68.6/30.1)
Fuel tank (gal.)	17.7	17.7
TIRES		
Size	P245/55R19	P245/50R20
Type – All-Season steel-belted radials	Standard	Standard
Spare – Temporary	Standard	Standard
MILEAGE ESTIMATES (mpg city/highway) <sup>29</sup>		
Front-Wheel Drive	21/27	19/26
All-Wheel Drive	20/25	18/25

See numbered footnotes in Disclaimers section.



# How will I make it mine?

Add a personal touch to your Venza with Genuine Toyota accessories.  
Some accessories may not be available in all regions of the country.  
See your Toyota dealer for details.



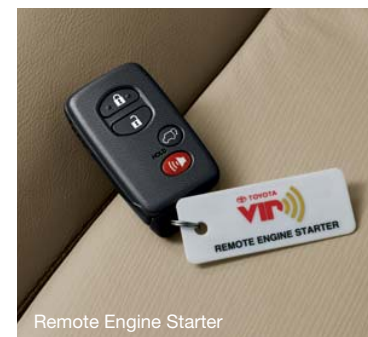
Cargo net — envelope



Rear-seat DVD entertainment system



Rear bumper protector



Remote Engine Starter



Lower door moldings



Roof rack

All-weather cargo mat  
Cargo mat  
Cargo net — envelope  
Cargo net — spider  
Cargo tote  
Carpet floor mats<sup>30</sup>  
Door edge guards  
Emergency assistance kit  
First aid kit  
Glass Breakage Sensor (GBS)<sup>31</sup>  
Lower door moldings  
Paint protection film  
Rear bumper protector  
Rear-seat DVD entertainment system  
Remote Engine Starter  
Roof rack  
TRD air filter  
Wheel locks  
Wireless headphones<sup>12</sup>

See numbered footnotes in Disclaimers section.

## DISCLAIMERS

1. Toyota strives to build vehicles to match customer interest and thus they typically are built with popular options and option packages. Not all options/packages are available separately and some may not be available in all regions of the country. See [toyota.com](http://toyota.com) for information about options/packages commonly available in your area. If you would prefer a vehicle without any or with different options, contact your dealer to check for current availability or the possibility of placing a special order.

2. The automatic high beam system can help improve vision at night. However, conditions such as a dirty windshield, rapidly changing light conditions or hilly terrain will limit effectiveness so the driver may need to manually change the high beams from on to off. See *Owner's Manual* for details.

3. XM services require a subscription after 90-day trial period. Subscriptions governed by XM Customer Agreement available at [xmradio.com](http://xmradio.com). **If you decide to continue your XM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates unless you call 1-800-967-2346 to cancel.** Fees and programming subject to change. Available only to those at least 18 years of age in the 48 contiguous United States and D.C.

4. May not be compatible with all MP3/WMA players and like models.

5. iPod® is a registered trademark of Apple, Inc. All rights reserved.

6. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Toyota is under license. Other trademarks and trade names are those of their respective owners. The Bluetooth® wireless technology phones listed on [toyota.com](http://toyota.com) have been tested for compatibility with Toyota vehicles. Performance will vary based on phone software version, coverage and your wireless carrier. Phones are warranted by their manufacturer, not Toyota.

7. Availability and accuracy of the information provided by the navigation system or any XM services mentioned (if installed) are dependent upon many factors. Use common sense when relying on information provided. Services not available in every city or roadway. Periodic navigation updates available at additional cost. See your *Navigation System Owner's Manual* or contact XM for details.

8. Requires Security Package, Premium Package #1 or Premium Package #2.

9. The backup camera does not provide a comprehensive view of the rear area of the vehicle. You should also look around outside your vehicle and use your mirrors to confirm rearward clearance. Cold weather will limit effectiveness and view may become cloudy.

10. Camera displays on navigation screen instead of Multi-Information Display.

11. The backup camera uses the navigation system display on vehicles so equipped.

12. Headphones are for passenger use only. Do not use while operating vehicle.

13. Not available with panoramic roof.

14. Requires JBL® audio or navigation system.

15. The Smart Key System may interfere with some pacemakers or cardiac defibrillators. If you have one of these medical devices, please talk to your doctor to see if you should deactivate this system.

16. HomeLink® is a registered trademark of Johnson Controls, Inc.

17. Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details.

18. Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions.

19. Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions and driver input all can impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your *Owner's Manual* for further details.

20. All the airbag (AB) systems are Supplemental Restraint Systems. All ABs (if installed) are designed to inflate only under certain conditions and in certain types of severe collisions: frontal and knee ABs typically inflate in frontal collisions; side and side curtain ABs in side collisions; Roll-Sensing Curtain ABs at a severe tilt degree, roll or lateral G-force. In all other accidents, the ABs will not inflate. To decrease the risk of injury from an inflating AB, always wear seatbelts, sit upright in the middle of the seat as far back as possible and do not lean against the door. Do not put objects in front of an AB or around the seatback. Do not use a rearward-facing child seat in any front passenger seat. The force of an inflating AB may cause serious injury or death. See your *Owner's Manual* for further information/warnings.

21. Active front headrests can help reduce the extent of whiplash in certain types of rear-end collisions.

22. The Toyota Tire Pressure Monitor alerts the driver when tire pressure is critically low. For optimal tire wear and performance, tire pressure should be checked regularly with a gauge; do not rely solely on the monitor system. See your *Owner's Manual* for details.

23. Hill Start Assist Control (HAC) is designed to help minimize backward rolling on steep ascents. It is not a substitute for safe driving judgment and practices. Factors including grade, surface conditions and driver input can all affect whether HAC will be effective in preventing a loss of control. Please see your *Owner's Manual* for further details.

24. The engine immobilizer is a state-of-the-art anti-theft system. When you insert your key into the ignition switch or bring a Smart Key fob into the vehicle, the key transmits an electronic code to the vehicle. The engine will only start if the code in the transponder chip inside the key or Smart Key fob matches the code in the vehicle's immobilizer. Because the transponder chip is embedded in the key or Smart Key fob, it can be costly to replace. If you lose a key or Smart Key fob, your Toyota dealer can help. Alternatively, you can find a qualified independent locksmith to perform high-security key services by consulting your local Yellow Pages or by contacting [www.aloa.org](http://www.aloa.org)

25. Requires Convenience Package.

26. Before towing, confirm your vehicle and trailer are compatible, hooked up and loaded properly and that you have any necessary additional equipment. Do not exceed any Weight Ratings and follow all instructions in your *Owner's Manual*. The maximum you can tow depends on the total weight of any cargo, occupants and available equipment. Calculated with new SAE J2807 method.

27. Requires available Tow Prep Package.

28. Cargo and load capacity limited by weight and distribution.

29. 2011 EPA-estimated mileage. Actual mileage will vary.

30. This floor mat was designed specifically for use in your model and model year vehicle and SHOULD NOT be used in any other vehicle. To avoid potential interference with pedal operation, each mat must be secured with retention hooks/clips. Do not install a floor mat on top of an existing floor mat.

31. Available for vehicles with factory security.

## TOYOTA FINANCIAL SERVICES



Toyota Rewards Visa®

Toyota helps you get more out of every dollar you spend. By rewarding you for every purchase you make, the Toyota Rewards Visa® adds even more value to doing the things you love.

Turn everything you buy into points to redeem toward parts, accessories or an eligible vehicle purchase or lease at your Toyota dealer. Earn 5 points for every \$1 spent at participating Toyota dealers and 1 point for every \$1 spent everywhere else Visa is accepted.\*

Visit [www.toyotarewardsvisa.com](http://www.toyotarewardsvisa.com) for complete details.

\*On approved credit. You must have a valid permanent home address in the 50 United States or the District of Columbia. Terms, conditions and restrictions apply and are fully described in the Toyota Rewards Visa Cardmember Agreement and the Toyota Rewards Program Terms and Conditions received with your card. Points earned are based on net purchases. Points-earning maximums apply and points will expire as described in the Rewards Terms and Conditions. Redemption only available at participating Toyota dealerships in the continental U.S. and Alaska. Points cannot be redeemed for cash. Please contact your participating Toyota dealer for information regarding restrictions your dealer may impose on the use of credit cards related to vehicle purchases or leases. The creditor and issuer of the Toyota Rewards Visa is Toyota Financial Savings Bank. Toyota Financial Services is a service mark used by Toyota Financial Savings Bank.

†Toyota Financial Services is a service mark for Toyota Motor Credit Corporation and Toyota Motor Insurance Services, Inc.

Toyota Financial Services (TFS)† is a leading provider of automotive financial services, offering an extensive line of financing plans along with a variety of vehicle and payment protection products to Toyota customers and dealers in the U.S. For more information on TFS products and services, visit [www.toyotafinancial.com](http://www.toyotafinancial.com)

## TOYOTA CARE



ToyotaCare

Covers normal factory scheduled service. Plan is 2 years or 25K miles, whichever comes first. The new Toyota vehicle cannot be part of a rental or commercial fleet, or a livery or taxi vehicle. See plan for complete coverage details. See participating Toyota dealer for details.

Toyota Venza is designed to meet most off-road driving requirements. Abusive use may result in bodily harm or damage. Toyota encourages responsible operation to protect you, your vehicle and the environment. Seatbelts should be worn at all times. Please do not allow passengers to ride in the cargo area. Towing hitch receivers/ball mount kits are not intended to provide crash protection.

For details on vehicle specifications, standard features and available equipment in your area, contact your Toyota dealer. A vehicle with particular equipment may not be available at the dealership. Ask your Toyota dealer to help locate a specifically equipped vehicle.

All information presented herein is based on data available at the time of posting, is subject to change without notice and pertains specifically to mainland U.S.A. vehicles only. Prototypes shown. Actual production vehicles may vary.



For Toyota Mobility program details, go to [www.toyota.com/mobility](http://www.toyota.com/mobility) or call the Toyota Customer Assistance Center at 1-800-331-4331

